

CLAIMS:

1. A sales system using a credit card in which a card holder presents said credit card to a business that sells goods or services, said business, after confirming the validity of said credit card, supplies the goods or services to said card holder, comprising:
 - a credit card containing coded information unique to said card holder; and
- 5 a credit card verification device possessed by said business, said credit card verification device comprising a zero-knowledge verification unit based on a zero-knowledge verification system and being capable of verifying said credit card containing coded information based on the zero-knowledge verification system whereby a transaction in said sales system using said credit card is carried out without presenting said personal information of said card holder to said business.
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2. A sales system using a credit card according to claim 1, wherein said personal information includes a card number of said credit card possessed by said card holder.
3. A sales system using a credit card according to claim 1, wherein said credit card verification device is possessed by a card company verifying said credit card.
4. A credit card verification device, comprising:
 - a zero-knowledge verification unit capable of verifying a credit card containing coded information unique to a card holder, wherein said zero-knowledge verification unit is based on a zero-knowledge verification system and verifies said credit card without presenting personal information of said card holder to a business that sells goods or services.
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5. A credit card verification device according to claim 4, wherein said personal information includes a card number of said credit card possessed by said card holder.

6. A credit card verification device according to claim 4, wherein said credit card verification device is possessed by said business that sells goods or services in a sales system using said credit card, in which said card holder presents said credit card to said business, said business, after confirming the validity of said credit card, supplies the goods or services to said card holder.

7. A credit card verification device according to claim 4, wherein said credit card verification device is possessed by a card company verifying said credit card in a sales system using said credit card, in which said card holder presents said credit card to said business that sells goods or services, said business, after confirming the validity of said credit card, supplies the goods or services to said card holder.

8. A credit card, comprising:
coded information unique to a card holder, wherein
said coded information may be decoded by a credit card verification device comprising a zero-knowledge verification unit based on a zero-knowledge verification system whereby
a transaction using said credit card is carried out without presenting personal information of a card holder to a business that sells goods or services.